

B. FUTURE LAND USE (CONTINUED)

CHARACTER AREAS

>> INDUSTRIAL

RECOMMENDED PRIMARY USES:

Manufacturing and moderate to heavy production, warehousing/distribution, vehicle repair/storage, and other high-impact commercial uses with environmental/neighborhood nuisances that warrant substantial buffers from residential and natural areas.

The City should consider removing the current marketability provisions for allowing some commercial uses in the Industrial Character Area. With the introduction of the Flexible Mixed-Use concept, industrial areas should be more focused on manufacturing, production, warehousing, etc., while future non-industrial commercial uses should be encouraged in mixed use Character Areas.

EXAMPLE AREAS:

Mt. Read corridor, Buffalo Rd corridor, Erie Canal corridor west of the Genesee River, CSX railyard.

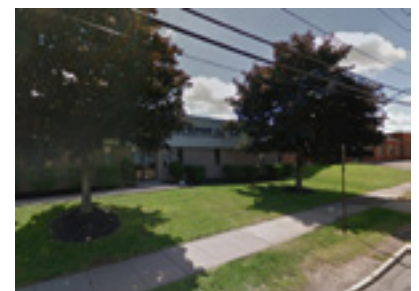
GEOGRAPHIC PATTERN:

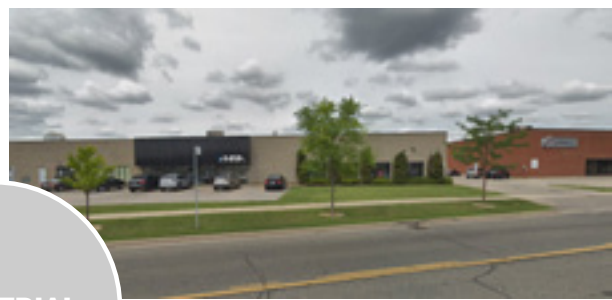
Some areas currently zoned M-1 are designated as [Flexible Mixed-Use](#) in The Placemaking Plan, recognizing the wide range of levels of impacts from former and current industrial/commercial sites and buildings. Other M-1 areas are designated as Industrial. An additional industrial/manufacturing distinction may be warranted during the zoning code update that reflects clusters of properties that have high environmental/neighborhood impacts but are already substantially buffered from residential neighborhoods. These areas should be considered for more relaxed site design requirements to encourage the viability of important employers and producers. This approach is consistent with the aforementioned “zoning for jobs” Goal of The Placemaking Plan.

As Rochester no longer has a substantial manufacturing base, and as those remaining operations have evolved, negative neighborhood impacts are often limited to heavy trucking operations such as at distribution centers or contractor yards. Whenever possible, these uses should be located in areas with quick access to major transportation routes, minimizing the amount of heavy traffic on collector and local routes through neighborhoods. The Placemaking Plan designates significant amounts of land to these uses, primarily on the west side along railroad lines and major corridors with limited residential properties. Examples include Mt. Read Boulevard and Lexington Ave west of the Edgerton neighborhood.

DESIGN CONSIDERATIONS:

The Industrial Character Area should have less stringent design standards, recognizing the nature of the businesses and operations located in these areas. Operational noise, odors, heavy trucking, and visually unattractive sites are acknowledged as necessary characteristics for these important employers and producers to continue. However, careful screening and property maintenance should be enforced for all sides of a property adjacent to residential areas and street frontages.





INDUSTRIAL

